

Hero Ride 2014 - Sunday 8 June

Help for Heroes (H4H) look to build relationships and inspire action. Whether with our wounded heroes and their families - enabling them to find the confidence to rebuild their lives and try new activities; encouraging our supporters to do their bit and take part in fundraising activities or engaging with our corporate partners seeking commercial support for Hero Ride 2014.

What is the Hero Ride?

Hero Ride is a series of six organised bike rides from across the UK, Belgium and France where thousands of people unite to recognise those who have become wounded in the service of their country. All our rides will join together for the Grand Finale – 2000 cyclists riding 10 miles along an iconic route through the streets of London to Horseguards Parade. Please see ride details in appendix b.

The opportunity

We are seeking a headline sponsorship for the 2014 Hero Ride, as well supporting sponsors for the six regional rides. Each ride has its own special feel and presents a unique challenge as well as the opportunity to cycle with some of our wounded and understand what an event like this means to them personally and the difference your support will make. You can help us tell our story and be part of this next chapter.

Whether your objective is to increase sales, deliver a unique client experience, motivate and retain employees or meet CSR objectives, riding together with our wounded ambassadors in the 2014 Hero Ride and showcasing your brand alongside H4H to millions of people will help achieve this. Be part of the Hero Ride lasting legacy.

Facts and figures

- c.500,000 H4H core supporters - 55% affluent males aged 40+; 45% female
- c.6,000 of which are H4H sporting participants – cycling, running, treks
- c.548,000 H4H combined support through social media (↑ 2k per week)
- c.85,000 H4H website viewers per month

Sponsorship fees

Headline sponsor: £50,000 plus VAT

Regional ride sponsor: £15,000 plus VAT

By securing sponsorship for our largest fundraising activity in 2014 we can ensure that as much of the money raised can go directly to helping our wounded.



Working with H4H will bring a variety of associated benefits

- Positive PR from the association with one of the UK's best known charities - currently ranked second in the YouGov 2013 Charity Brand Index
- Reach of around **21.8m** people (2013 figures)
- High level of visibility for media and participants through Ivory Worldwide branding on kit and at Blackheath staging post
- Strong media coverage and increased brand profile through association
- Engagement with H4H wounded ambassadors
- CSR contribution through participation and fundraising



Hero Ride Finale Sponsor: commercial benefits

- **Sponsor's own marketing** - use of H4H branding and 'Hero Ride Official Partner 2014' strapline in sponsor's own marketing materials throughout the campaign
- **Naming rights** – 'Hero Ride supported by [your company name]' in all national press materials
- **Branding rights** – sponsor branding on participant cycle tops and finale t-shirts providing maximum media exposure, plus branding on marketing collateral, participant communications and Hero Ride sponsor webpage. Option for sponsor to provide banners to be displayed at the event and along the route (where appropriate)
- **H4H communications** - coverage within appropriate channels including *Heroes* magazine: circulation 320,000; participant communications directing traffic directly to sponsor's website plus social media updates: 323,705 Facebook fans, 224,181 Twitter followers, 83,449 website visitors per month
- **Promotional stand at Blackheath** - prime location stand space for the sponsor to reinforce association with the Hero Ride, maximise data gathering and engagement opportunities with participants and families through promotional activities
- **Places on ride** – four rider places for the sponsor in the Grand Finale cycling from Blackheath to central London with our wounded preceded with a coached training ride around Tedworth House, Wiltshire with H4H strength and conditioning trainer
- **Celebrity patron involvement** – one media day with our key celebrity patron

Hero Ride Grand Finale T-shirt



Regional Ride Sponsor: commercial benefits

We are seeking sponsors for all six regional rides (see full breakdown in Appendix B)

- **Naming rights** eg 'The Tartan Express supported by [your company name]' in local press materials
- **Branding rights** – sponsor branding on regional ride participants cycle tops and logos in regional rider communications
- **Promotional items** – option to provide branded materials at the start of the regional ride, on route as appropriate as well as promotional items/gifts for riders
- **Places on ride** – two rider places on regional ride and Hero Ride Grand Finale
- **H4H Ambassador involvement** – half a day with a wounded H4H Ambassador for media usage



Hero Ride Regional Jerseys

Hero Ride 2014: S/S Cycling Jersey - Front



Hero Ride 2014: S/S Cycling Jersey - Back



"After getting on a Handbike for the first time, only 5 weeks before the ride, it was great to finish the 420 miles, and also to be told that I am the first triple amputee to have ever done it. Finishing in London was amazing, it was great to see people lining the streets in support. I love cycling now, Help for Heroes have helped fund a new lightweight, more aerodynamic bike and I can't wait to continue my training for next year's race season and hopefully Hero Ride, and with enough hard work maybe even Rio in 2016."

Cpl Josh Boggi – 9 Squadron Parachute Regiment, Royal Engineers

GET ON YOUR BIKE AND JOIN US TO HELP OUR HEROES

Don't miss out on being part of the most fantastic fundraising event of 2014. Call H4H now to discuss the opportunities further:

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Appendix A

2013 was the inaugural Hero Ride and with the support of thousands of individuals and companies we achieved the following:

- Raised £1.1m after costs
- Total: 1301 riders including
 - 276 Big Battlefield Bike Ride participants from northern France
 - 241 on the Dawn Raid sportive from Wiltshire
 - 80 wounded, injured and sick service personnel and veterans (UK, USA and Canada)
- Recruiting new supporters – 90% of riders hadn't ridden with H4H before
- An inclusive experience – our youngest rider was 6, our oldest rider was 71
- Encouraging team work – 25% of all riders entered as part of a team
- Uniting a community – the ride was made possible thanks to over 100 volunteers including two cadet forces
- Blanket coverage in the national press including Front page coverage in The Sun, Daily Star and The Scotsman
 - 71 print pieces, both during and after, including The Sun, The Times, Telegraph, The Metro, Daily Mail, The Independent and The Scotsman
 - Over 550 pieces of online coverage
 - Three live broadcasts from the finish line from BBC, ITV & Sky News
 - Featured on Sky News in the rolling report, coming up hourly throughout the day
 - Featured on The Andrew Marr Show
 - Over 24,000 promotional video views
 - Social media reach: over 5000 #HeroRide mentions on Twitter, circa 10 million impressions
 - **Total reach: 21.8 million people**
 - 97% of coverage featured branded images
- The media launch also achieved some great results
 - 6 national print features, including in The Sun, Woman's Weekly and The Times
 - 5 regional print features
 - 14 online features, including Mail Online
 - 4 broadcast features, including Channel 5, Talksport, BFBS, LBC
 - **Reach: 3,393,549 people**
 - 70% of coverage featured branded images
- We were supported by some of our fantastic Patrons
 - HRH The Duke of Cambridge and Prince Harry launched the event at our Recovery Centre Opening
 - Lorraine Kelly, Peta Cavendish and Jon-Allan Butterworth attended the media launch
 - Mark and Peta Cavendish set the riders off and welcomed them home
 - James Blunt and Jeremy Clarkson welcomed riders into Horseguards Parade

Appendix B: Hero Ride Routes

Big Battlefield Bike Ride

Brussels to Paris

1–8 June 2014, 335 miles

Our signature challenge and inaugural fundraiser returns for its seventh year with another fantastic new ride from Brussels to Paris. To mark the Centenary of the start of World War 1, our route will follow much of the Western Front. As we ride alongside the wounded, we will remember those who gave the ultimate sacrifice then and still do today. After a tough 335 mile of undulating countryside, we arrive in Paris and will be transported back to London to unite with other rides for the Grand Finale from Blackheath into London.



Dragon Dash

Cardiff to London

5–8 June 2014, 170 miles

The first Hero Ride to start in Wales, this 170 mile route leaves from vibrant Cardiff and heads due east to London, crossing the mighty River Severn. After a night in the historic market town of Chippenham, we ride alongside some of our wounded servicemen and women, through the scenic Home Counties before arriving at Blackheath Common for the exciting climax of the ride when we join the other routes to cycle en mass through London.



Tartan Express

Edinburgh to London

1–8 June 2014, 440 miles

The longest leg of Hero Ride 2014 departs from beautiful Edinburgh Castle and covers 440 miles traveling almost the entire length of the country with some of our wounded servicemen and women. The route has a military theme passing by Army and RAF bases including Catterick Garrison, home to our Phoenix House Recovery Centre. This ride passes Roman ruins and castles and crosses historic Hadrian's Wall en route to the Grand Finale in London.



Dawn Raid

Tedworth House to London

8 June 2014, 100 miles

The popular Dawn Raid will be returning for 2014. In keeping with military tradition, the ride will set off under cover of darkness from the Help for Heroes run Recovery Centre at Tedworth House in Wiltshire. This 100 mile sportive starts in the small hours and winds through Wiltshire, Hampshire and Surrey to the iconic Box Hill, retracing the tracks of the London 2012 Olympic Road Race heroes, before arriving at the meeting point at Blackheath Common and cycling into London with all the other Hero Riders.



Northern Flyer

Manchester to London

4–8 June 2014, 230 miles

From the start point in bustling Manchester the route heads south through the beautiful Peak District, stopping overnight near Tutbury Castle, before we visit the National Memorial Arboretum – the UK's Centre of Remembrance – to remember those who have paid the ultimate sacrifice. Cycling with wounded servicemen and women, the route continues along the quiet roads of Leicestershire, Northamptonshire and Hertfordshire, before the finish in London.



Puffing Pedallers

Tedworth House to London

7–8 June 2014, 100 miles

This ride from Tedworth House takes a more relaxed pace than the other rides on offer! Alongside some of our injured service personnel, you will cover 100 miles over two days, riding through picturesque Wiltshire, Hampshire and Surrey. Here we will take on the iconic Box Hill, retracing the tracks of the London 2012 Olympic Road Race heroes (albeit at a more gentle pace – stopping to admire the view is permitted – and encouraged!), before taking a turn into south London and dropping to Blackheath Common before the Grand Finale group ride into the city centre.



Do It Yourself: Your Hero Ride

In addition we are inviting supporters to organise their own rides, with or without planning support.

